

AFFIDAVIT

We, Lawrence J. Tarantino and Sharon A. Tarantino, inventors of furniture described in the accompanying application for a patent, entitled "E.V.A. FURNITURE", in order to verify our claim that our invention has been the subject of unexpected commercial success and unexpected design awards, solemnly swear upon the full penalty of the law, that the data submitted herewith regarding the subject of unexpected commercial success and unexpected design awards is true to the best of our knowledge.

Date 12 JAN -2004
Lawrence J. Tarantino
Sharon A. Tarantino

State of New Jersey:

: SS

County of Somerset:

On January 12, 2004, Lawrence J. Tarantino and Sharon A. Tarantino executed the forgoing affidavit in my presence.


Notary Public, State of New JerseyMARK D. IMBRIANI,
ATTORNEY AT LAW OF N.J.

E.V.A. FURNITURE
Application No. 10,004,021

12 January 2004

AWARDS

Time Magazine	"Coolest Invention 2002"	18 Nov 2002
The Chicago Athenaeum	"GOOD DESIGN Award for 2003	15 Dec 2003

Time Magazine

18 November 2002
"Coolest Inventions 2002"

(7)

t a r a n t i n o
f u r n i t u r e

1428 Main St. Milstone NJ 08844
www.tarantinostudio.com





around the house

TAKE A SEAT

No one ever bothers to reinvent the wheel, but chairs are another matter. Take the new EVA DVA Child Chairs, for example. Made of the same soft, nontoxic foam used in athletic mats, they come in vibrant colors and can be stacked like oversized blocks to create free-form sculptures or geometric room partitions. Available in 12 color combinations, including orange-red, green-blue and yellow-gray, the chairs are designed for children ages 3 to 6 but are supposed to be sturdy enough to hold adults weighing as much as 300 lbs. That might be a tight squeeze.

INVENTOR Lawrence and Sharon Tarantino, Tarantino Furniture
AVAILABILITY Now, \$80 a chair
TO LEARN MORE www.sewies.com



UNDER COVER

Are you having a love-hate affair with your blankets? Do you throw them off at 2 a.m. because you're too hot and then desperately cocoon at 6 a.m. to warm up? Perhaps you need Outlast's new Adaptive Comfort bedding. It introduces climate control where it counts—under the covers. The pillow, mattress pad and duvet cover look quite conventional—boring even, as they come only in white. But each is sewn with a layer of tiny capsules, called thermacules, that absorb, store and release heat as needed to regulate temperature. A version of this "phase change" material, originally developed for NASA for use in astronaut gloves, has appeared in ski boots, ski helmets and other cold-weather gear.

INVENTOR Outlast Technologies
AVAILABILITY Now, \$20 to \$100
TO LEARN MORE www.outlast.com

01/06/2004 18:46 18157772471

CHICAGO: ATHENAEUM

PAGE 01



THE CHICAGO ATHENAEUM

DECEMBER 15, 2003

via FAX +908/359-0473.

Ms. Sharon Tarantino
TARANTINO FURNITURE
1423 Main Street
Millstone, NJ 08844

Dear Ms. Tarantino:

The Chicago Athenaeum: Museum of Architecture and Design is pleased to announce that your firm has won a **GOOD DESIGN™** Award for 2003 for the following:

- EVA DVA Child's Chair designed by Tarantino Studio of 2001-2002.

As you may know, the Museum's historic **GOOD DESIGN** program was founded in Chicago in 1950 by Edgar J. Kaufmann, Jr. with the participation of some of America's most important designers: Eero Saarinen, and Charles and Ray Eames, Alexander Girard, George Nelson, Florence Knoll, Harry Bretoia, Finn Juhl, and Russel Wright—the pioneering greats of American and modern design.

GOOD DESIGN remains the oldest and most important design competition worldwide.

This year, the Museum received hundreds of submissions (from an airplane to a paper clip) from all over the world for this awards program. The jury selected over 150 products worthy of the **GOOD DESIGN** Award for product distinction.

All awards and winners will be posted on the Museum's website at chi-athenaeum.org January 31.

As a recipient of the **GOOD DESIGN** Award, we will invite you to send two (2) chairs for the exhibition at The Chicago Athenaeum. (Please see attached sheet.) After the exhibition, the product or products will be accessed into the Museum's Permanent Design Collection.

You may announce that your product or products have won a 2003 **GOOD DESIGN** Award in your press and marketing materials.

If you would like to use the Museum's **GOOD DESIGN Logo** on your website or for your marketing, advertising, literature, and promotion materials, you may do so by entering into a licensing agreement with the Museum. A two-year license is \$1,000 U.S.D.

Again, congratulations for receiving the Museum's prestigious **GOOD DESIGN** Award.

190 South Roselle Road, Schaumburg, Illinois 60193 Tel: 847/895-3950 Fax: 847/895-3951 www.chi-athenaeum.org
122 South Bench Street, Galena, Illinois 61036 Tel: 815/777-4444 Fax: 815/777-2471

01/06/2004 18:46 18157772471

CHICAGO: ATHENAEUM

PAGE 02

Ms. Sharon Tarantino
Page Two
December 15, 2003

If you have any questions, please contact Joseph L. Maffit at 815/777-4444.

Sincerely,



Ioannis Karalias, Architect
Museum Vice Vice President
THE CHICAGO ATHENAEUM

FAX FOUR PAGES TOTAL:

E.V.A. FURNITURE
Application No. 10,004,021

12 January 2004

PRESENT SALES & MARKETING DATA

CATALOGS

Design Ideas (Present Manufacturer and Distributor)
Museum of Modern Art
FAO Schwarz Inc.
Uncommon Goods
Chiasso
RISD Works

E.V.A. FURNITURE

Application No. 10,004,021

12 January 2004

PRESENT SALES & MARKETS**• Design Stores and Catalogs**

The EVA DVA chair and bench is currently being sold across the country to over 100 design, furniture and museum shops, as well as specialty catalogs at a wholesale price of \$30.00. Over 1000 chairs and benches were sold in the first six months of the product introduction in May 2002. Many well-known prestigious stores have included the chairs in their catalogs, i.e. the Museum of Modern Art, Design Within Reach and Chiasso. Additionally, FAO Schwarz and MoMA selected EVA DVA for their holiday windows and catalogs. In July 2003, a licensing agreement was entered into with Design Ideas, a manufacturer and distributor located in Springfield, Illinois. Design Ideas purchased the remaining inventory of 1000 pieces and is presently expanding the distribution globally. Since July 2003 Design Ideas has sold all 1000 inventory units, as well as an additional new inventory.

• Architects and Designers

Additional markets are being pursued through architects and designers. Over 500 designers have expressed interest in receiving product literature during the International Contemporary Furniture Fair in NYC. Architectural firms have already specified chairs for use in the St. James Hotel, San Jose Public Library system, as well as public children's space in a NYC, which included two residential buildings and a school. Also, chairs have been specified for the public children's room for New York City's first high-rise residential green building presently under construction at Battery Park City.

• Daycare, libraries etc.

Direct marketing is being considered to daycare, schools, libraries, doctor's offices and hospitals. Bright Horizons, a corporate daycare provider with over 450 locations plan to purchase the chairs for their facilities within the next few months.

E.V.A. FURNITURE
Application No. 10,004,021

12 January 2004

FUTURE MARKETS

1. Worldwide Distribution - currently a test market is being conducted in Asian and Europe through our manufacturing/distribution agent.

Through the Time Magazine it has been determined that there is significant interest globally.

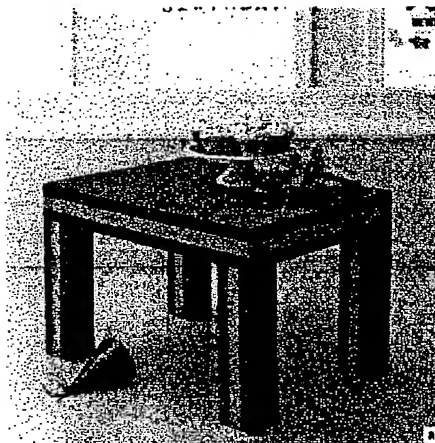
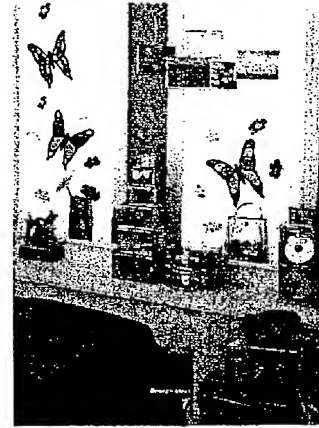
2. Pottery Barn Kids - 2 chairs @ 60 stores per week = 6,240 chairs per year
3. Target - 1107 stores in 47 states (1 chair/store/week = 57,564 chairs per year
4. Crate & Barrel - 1 chair @ 115 stores per week = 5,980 per year

Design Ideas Catalog

basic book 2004

page 191-2

22

tarantino
furniture1423 Main St Millstone NJ 08844
www.tarantinostudio.com

a: Tarantino Collection.

These tables, chairs and benches are expertly cut from soft, sturdy EVA foam — the same material that you'll find inside your athletic shoes. The foam makes them comfortable, safe, lightweight, durable, strong and washable. You'll find that their child-size proportions belie their strength — each piece can support a weight up to 200 pounds. Tarantino Tables, Chairs and Benches are equally happy indoors and outdoors. Modularity allows all three pieces to stack together. So go ahead, take a seat, risk your feet, stack them like blocks, make a sculpture or create a room divider. Bench and chair patterns are assorted, for example, in a sitting quantity you will receive one blue/green chair and one green/blue chair. The only distinction is the color of the first stripe.

535227 Tarantino Bench (blue/green assorted)
14 x 13 x 10.5

sq2 mp2 \$50.00

535217 Tarantino Chair (blue/green assorted)
14 x 13 x 17.5

sq2 mp2 \$30.00

535228 Tarantino Table (red/orange)
28.3 x 21.3 x 17.7

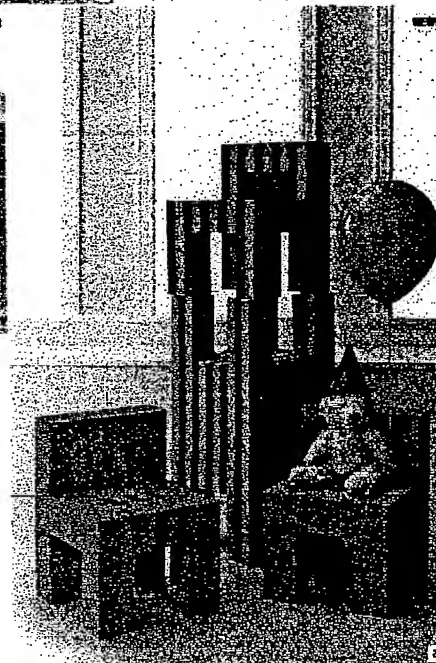
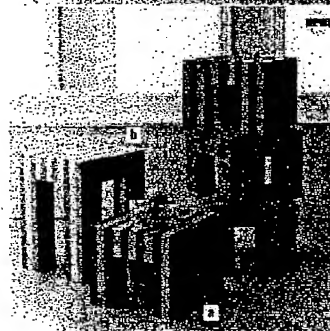
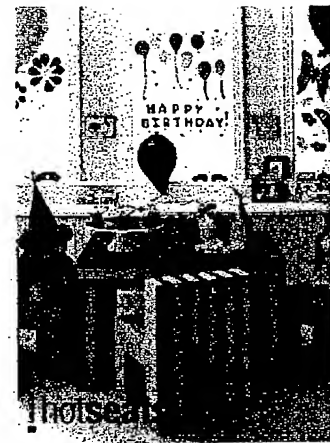
sq1 mp1 \$50.00

b: Tarantino Stool, private

It's a pity to see a bunch of adults sitting around on little kids' chairs. We just can't keep the grown-ups off our Tarantino Benches for children. They're too fun, too soft, too inviting. So, for the sake of our kids, we're introducing the Tarantino Stool. Like the child-size Bench, this stool is durable, strong and washable. But its longer legs and sophisticated colors are more appropriate for the over-3-foot-tall crowd.

535226 Tarantino Stool (gray/white assorted)
14 x 13 x 17.7

sq2 mp2 \$40.00



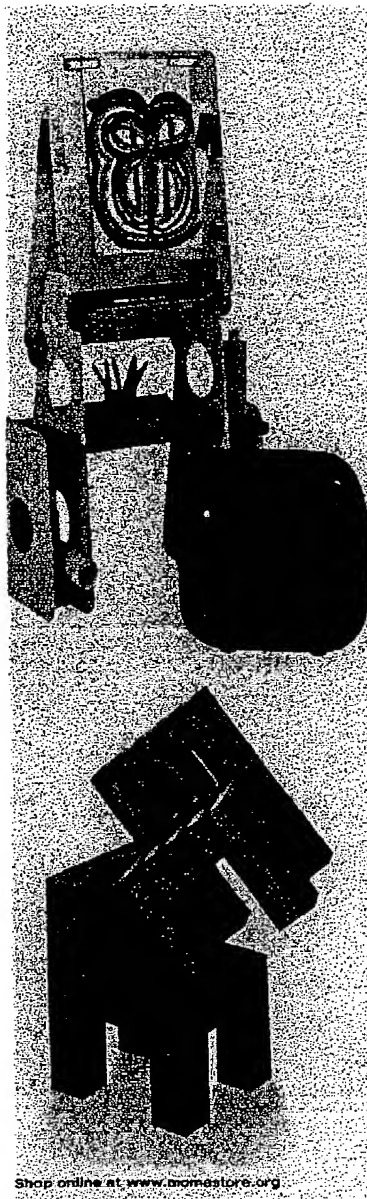
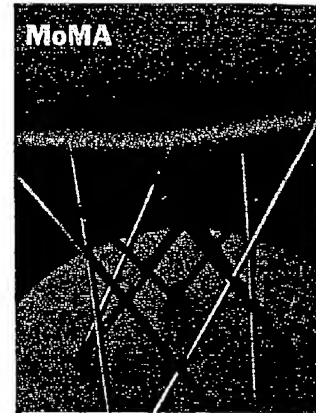
©2004 Tarantino Studio, Inc.

1.800.428.5394

Museum of Modern Art

Fall 2002 Gift Catalog

page 46

tarantino
furniture1423 Main St Millstone NJ 08544
www.tarantinostudio.comCHILDREN'S SEAT
Alla Kucovy, 2002

The good inspired budding young artists to express their creativity. The book design includes numerous built-in features: stackable translucent facing drawers and art supplies bins, vertical storage for pencils and paper, drawing boards with clips, and a paper-roll holder with 100 feet of paper. The work surfaces are independently height adjustable to accommodate children of varying ages. Made in the USA of plastic. Simple assembly required. 48 1/2" x 24 1/2" x 18 1/2". Cannot be gift-wrapped.

46493 \$165.00 Members \$161.50

FURNITURE FOR CHILDREN
Mance Wenders, 2001

With this design, Wenders fuses the original stool-a multifunctional stool-but adds modern touches using innovative technology and unassuming, transparent materials. He strives to create furniture pieces that serve many purposes and this stool is no exception. It may be used as a stool, side table, or a storage unit. Simply by removing the top, the stool's heavy base, rotating wheels make it mobile. Made in Italy of Styrene polycarbonate. 14 1/2" x 10 1/2" x 10 1/2". Cannot be gift-wrapped. 45406 blue \$54.99 Smoke gray and silver, \$710.00. Members \$55.00

CHILDREN'S CHAIR
Lawrence and Sharon Mandel, 2000

This husband-and-wife team found EVA foam to be the ideal material for children's furniture. It's lightweight, durable, and comfortably supports the human form and is resistant to moisture, dirt, and bacteria. Suitable for indoor or outdoor use, the two-fold, striped chair has a modular design that allows them to be stacked in a variety of ways. For ages three through six. 17 1/2" x 13 1/2" x 14 1/2". Cannot be gift-wrapped.

45539 Red/Orange 46394 Blue/Black \$50.00 each Members \$47.50

CHILDREN'S BATHROOM FURNITURE
Eric Pfeiffer, 2001

Pfeiffer took inspiration from his young daughter when designing these playful yet durable pieces that transform bathroom furniture into the children's realm. Nothing that she always sat perched on the edge of the sink, no set-out to fashion, he stood with a stool. The stool, round base has a chestnut top with a bowl in the center for storing toiletries and soaps. The surface is a friction material, which is more durable than traditional stone. Both are made of birch veneer in Latvia. Cannot be gift-wrapped.

44681 Jade, 18 1/2" x 20" diam. \$160.00 Members \$153.10
45579 Set of two chairs, each 20 1/2" x 20 1/2" x 11 1/2" \$255.00 Members \$175.50
Additional seating charge of \$10.00 per stool and \$10.00 per set of chairs.

CHILDREN'S PLATFORS
The Emerson set offers a sophisticated design that is comfortable for little hands.

The four piece set is sure to be treasured through many generations. Made of polished Chromagar 18/10 stainless steel. It is dishwasher safe.

42569 \$37.50 Members \$33.75

HOUSE OF CARDS
Charles and Ray Eames, 1954

MoMA Design Collection

The famed designers' picture book building blocks have become universal favorites for adults and children alike. Every card depicts a familiar object from the animal, mineral, or vegetable kingdoms. Be sure to grab each card booklet for building.

Charles and Ray Eames Design. Made in Germany. For ages five and up.

1871 Small, 54 cards, 2 1/2" x 2 1/2" each \$30.00 Members \$18.00

1918 Medium (not shown), 32 cards, 4 1/2" x 4 1/2" each \$28.25

Members \$25.00

PLAY KITCHEN
Gisela Barchel, 2001

A food, sounds and smells like the real thing. This realistically styled play kitchen has an electronic burner that creates the sounds of sizzling, boiling, and frying, and comes with five assorted foods. The modular design and adjustable height accommodate aspiring chefs ages three and up. The stove has an oven and a hood with hooks for hanging utensils. There is a refrigerator, sink, and, as in any modern kitchen, a dishwasher. A built-in storage case houses the 40 accessories, which include cookware, dishes, and utensils. Made in France of heavy-duty plastic. Requires two AA batteries (not included). Simple assembly required. 65 1/2" x 44 1/2" x 13 1/2". Cannot be gift-wrapped. MoMA exclusive.

45516 \$165.00 Members \$160.50

Available October 15.

Additional seating charge of \$10.00 per stool and \$10.00 per set.

Shop online at www.momastore.org

FAO Schwarz Catalogue

Fall 2003
page 35, 38



[19]

tarantino
furniture

1429 Main St Millstone NJ 08864
www.tarantinoastudio.com

THE ULTIMATE TOY CATALOGUE

creative.

1 800 426 8697

35

G STAINED BOWL CHAIR, Set of 2
\$599.00

H LEGO BUILDING SET, The City
\$199.00

FAO.COM

Uncommon Goods

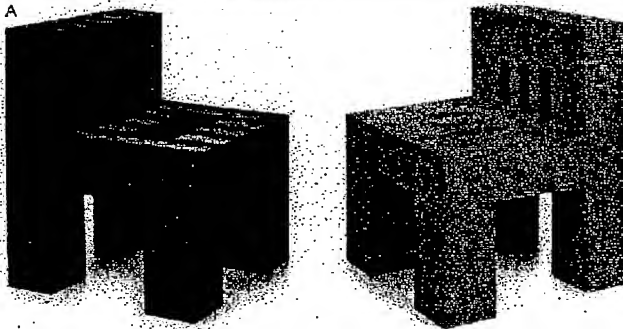
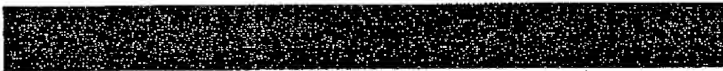
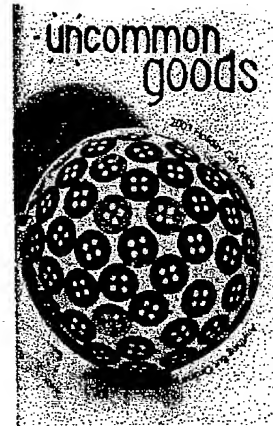
2003 Holiday Gift Guide

page 58

20

t a r a n t i n o
f u r n i t u r e

1423 Main St Millisette NJ 08844
www.tarantinostudio.com



A | Foam Throne

These children's chairs exude so much style, you'll want them for yourself. Made from soft, safe foam that's perfect for your little prince or princess, but thick enough to support an adult for the occasional tea

party. Red and blue sold separately. 13" L x 14" W x 17.5" H. Ages 2-8.

12877 \$60

B | Alphabet Soap

This clever soap turns a bath into a spelling bee. With 32 cleansing letters, this vegetable-based soap teaches the ABCs while it cleans those dirty knees. Comes with an "A-B-C" wash cloth and an extra set of vowels in a reusable container. 2 lbs. of soap. Container: 10" H x 6" Diameter.

12724 \$32



See finger puppets on page 63, or visit www.UncommonGoods.com for more great kids items.



58 | shop toll-free: 888-365-0056

Chiasso

Holiday 2002 Catalogue

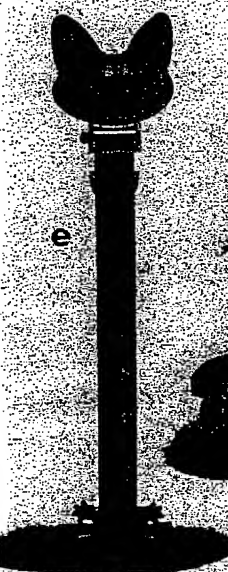
page 43

tarantino
furniture

1423 Main St Millstone NJ 08844
www.tarantinostudio.com




CALL 1.800.654.3570 or ORDER ONLINE @ chiasso.com



e

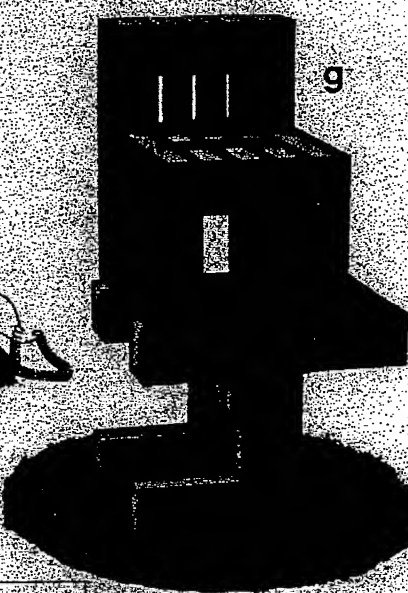
VOICE CHANGER

L VOICE CHANGER Three choices of voices. Speak through this megaphone and come out sounding like a monkey, a robot, or a different little kid. Can also amplify your normal voice. Durable plastic. Uses one 9V battery (not included). For ages 3 and up. #301-0347 \$22



f


VOICE CHANGER



g

FOAM CHAIR
HOLDS UP TO 300 LBS


g-FOAM CHAIR Soft, durable, and washable. It's lightweight so kids can carry it around, but strong enough to hold up to 300 lbs. Stackable. 18" h x 13" w x 14" d. #303-0112 \$89 each. Select stores only.



h

JUMPING FROG INTERCOM SET

h- JUMPING FROG INTERCOM SET Each froggy rings and jumps when called by the other. Joined by their 30 ft. connecting cord, they feature large cat buttons and telephone handsets with ear buds. Durable, wipe-clean plastic. Uses two 9V batteries (not included). Recommended for children ages 5 and up. Each 4 5/8" h x 5 3/2" diam. #301-0327 \$32 set of two.



i

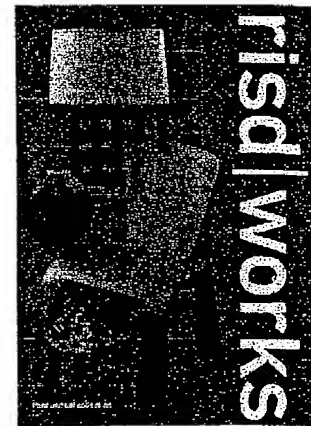
I IMAGINE THE FUN WHEN THESE GET UNWRAPPED! WADDLEWUMPS Set of 3 supremely simple-to-operate marionette-like puppets team up to improve kids' hand-eye coordination and vastly expand their powers of imagination. It's easy to make Beaky Swoopelo (blue bird), Embers Pyrofa (dragon), and Rowetta Duggerby (dog) walk, fly, gesture, and even dance! Each furry friend is 16" h. For ages 5 and up. #301-0347 \$60 (set of 3).

risd | works

third annual collection

page 8

[21]

tarantino
furniture1423 Main St. Millstone NJ 08844
www.tarantinostudio.com**MIKYOUNG KIM**

Insightful essays complement this lush monograph on the work of Mikyoung Kim, Assoc. Professor of Landscape Architecture since 1994. Editors: Axel Grayson Publishing, 2002. Hardcover, 154 pages, 5.5 x 11.25. KIM-021 \$55

FAMILY GUY VOL. 1**(SEASONS 1 + 2)**

These DVDs include 25 episodes of this fun animated sitcom by Emmy Award-winning artist Seth MacFarlane. 1998 FAZ. Fox Video Entertainment, 2002. MACF-001 US \$150 \$59

CLIP WATCH

Designed to update the pocket watch, this water-resistant spring-loaded clip watch by Michael D. Jule, 1991D. Features an "analog" night light and a pivoting watch head.

Type: 4 x 4 x 5
DITU-001 \$35

THINK BIG MEASURING TAPE

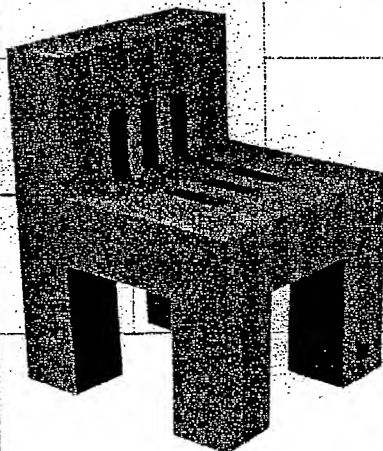
This handsome leather and steel tape measure by Mark Hazel, 1981D and Everett Bramhall, 85 SC, extends to 10 feet.

Swing Speed: 2.5" square
HAZE-004 \$17

EVA DVA CHILD'S CHAIR

This lightweight and durable closed-cell foam chair by Sharon Taramino, 80 TX, is a perfect combination of fun and function.

Design Class: 18 x 14 x 19 1/2"
TARA-001 \$65



E.V.A. FURNITURE**Application No. 10,004,021****12 January 2004****PRESS (Partial List)**

The New York Times	8 August 2002
The Washington Post	13 June 2002
Time Magazine	18 November 2002
Today Show	11 November 2002
Interni	January 2003
Casa Deco	Fall 2002
RISD Views	Spring 2003
Child Magazine	January 2003
Parenting Magazine	March 2003
Junior Magazine	May 2003
Step Inside Design	May 2003
Kids Today	August 2003
House & Garden	August 2003
Casa & Giardino	September 2003

The Washington Post

"So Young, So Stylish"

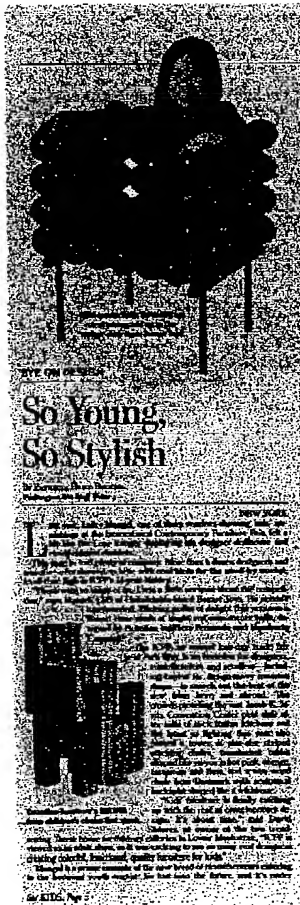
Home Section

13 June 2002

page H1

t a r a n t i n o
f u r n i t u r e

1423 Main St Millstone NJ 08844
www.tarantinostudio.com



Time Magazine

18 November 2002

"Coolest Inventions 2002"

171

t a r a n t i n o
f u r n i t u r e

1423 Main St. Millstone NJ 08844
www.tarantinoastudio.com



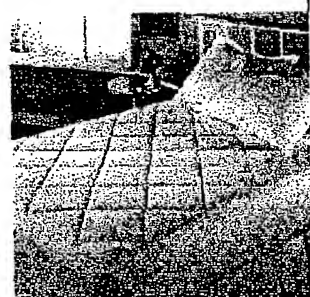


around the house

TAKE A SEAT

No one ever bothers to reinvent the wheel, but chairs are another matter. Take the new EVA EVA Child Chairs. For example. Made of the same soft, non-toxic foam used in athletic mats, they come in vibrant colors and can be stacked (like oversized blocks) to create free-form sculptures or geometric room partitions. Available in 12 color combinations, including orange-red, green-blue and yellow-gray, the chairs are designed for children ages 3 to 6 but are supposed to be sturdy enough to hold adults weighing as much as 300 lbs. That might be a light squeeze.

INVENTOR: Lawrence and Sharon Tarantino, Tarantino Furniture
AVAILABILITY: Now, \$50 a chair
TO LEARN MORE: www.evafurniture.com



UNDER COVER

Are you having a love-hate affair with your blankets? Do you throw them off at 2 a.m. because you're too hot and then desperately cocoon at 6 a.m. to warm up? Perhaps you need Outlast's new Adaptive Comfort bedding. It introduces climate control where it counts—under the covers. The pillow, mattress pad and duvet cover look quite conventional—boring even, as they come only in white. But each is sewn with a layer of tiny capsules, called microcapsules, that absorb, store and release heat as needed to regulate temperature. A version of this "phase change" material, originally developed for NASA for use in astronaut gloves, has appeared in ski boots, ski helmets and other cold-weather gear.

INVENTOR: Outlast Technologies
AVAILABILITY: Now, \$20 to \$100
TO LEARN MORE: www.outlast.com

Today Show

NBC

11 November 2002

"Time Magazine's Coolest Inventions 2002"

[8]

tarantino
furniture

1423 Main St Millstone NJ 08844
www.tarantinostudio.com



Co-author Anita Hamilton with Al Roker, looking at some of the featured inventions.

Interni

December / January 2003

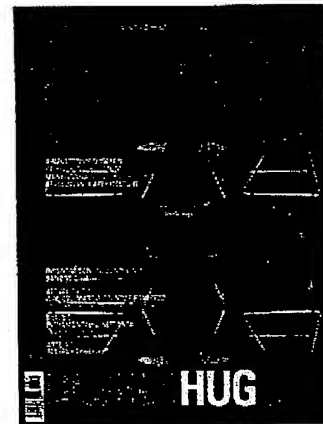
"Baby Boom"

pages 192-197

101

tarantino
furniture

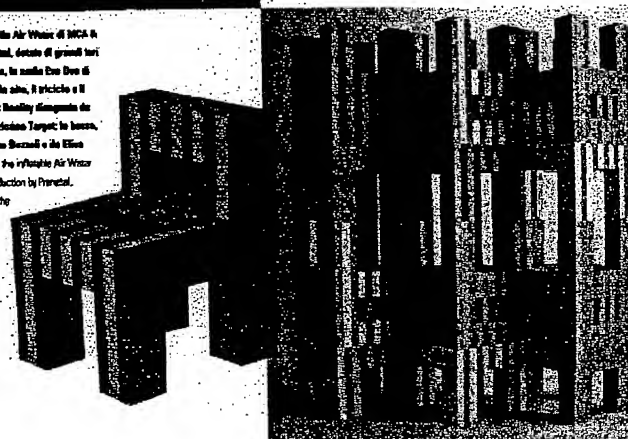
1423 Main St Millstone NJ 08844
www.tarantino.studio.com



moments and personalities that, according to Branzi, demonstrate an organic relationship between design and education.

This is reflected in the products selected by Michele Zini, an expert on the design of community and children's spaces, after nearly three decades of collaboration between his studio and the educational services of Reggio Emilia (a reference point for education research centers all over the world). The selection included objects that are historical landmarks, such as those created by Bruno Munari, but also more recent products, furniture, toys but above all everyday objects conceived to adapt to an increasingly complex, nomadic family lifestyle, represented perfectly by the Plumbcake Kids collection by Terry Peccora and the inflatable objects by MCA & Partners. This category of objects is unified by a curious factor: that of being created by designer-moms and design-mommas whose experience with parenting has made them aware of the serious cultural gap that exists in the sector of products for children. And there is also another shared factor, though a less positive one: these products have entered and entered production catalogues rapidly, and some have never been manufactured at all. "The design for the inflatable pouch says Elena Lomina of the studio MCA & Partners: even dates back to 1994. In that period we had produced a series of exhibitions on childhood for "Abitare il tempo": the first was on the concept of a fluid room, or the idea of an organic, soft, welcoming environment, the opposite of the rigid, orthogonal approach connected with the reasoning of industrial production; the next show analyzed, with reference to different cultural traditions, the possibilities of holding and transporting children against the body, something people were not as aware of in those days". Now the pouch will be produced by Praterati; in the

In questo spazio: in alto, il incomplete griglia Air Water di MCA & Partners (che entrerà nella produzione Praterati, dettata di grandi tati per essere utilizzata anche in acqua); in basso, la sedia Eva Dec di Tarantino Furniture. Nella pagina accanto: in alto, il tricolore il Mischione in plastica della collezione Starck Reality disegnata da Philippe Starck per la catena di negozi americani Target; in basso, la linea Baby Viceroma disegnata da Lorenzo Bazzoli e da Elisa Gargan con Terry Peccora. On this page: above, the inflatable Air Water pouch by MCA & Partners now to be put into production by Praterati, with large openings for use in the water; below, the Eva Dec chair by Tarantino Furniture. Facing page: above, tricycle and plastic car from the Starck Reality collection by Philippe Starck for the American retail chain Target; below, the Baby Viceroma line designed by Lorenzo Bazzoli and Elisa Gargan with Terry Peccora.



195 INTERNI

Casa Deco

Fall 2002

"Design Aus Den USA"

pages 30-32

[11]

tarantino
furniture1423 Main St Millstone NJ 08844
www.tarantinoastudio.com

CASANEWS AUS DEN USA

TEAMWORK IN NEW YORK
Der „Lightark“ erinnert an einen Wasserspeicher, wie sie in den USA überall zu sehen sind – auch auf den Gebäuden von New York. Er leuchtet zwar einen von innen heraus, ausserdem wirft er einen Lichtkegel auf den Boden. Design wurde der Lampe von Alessandra Dini. Die gebürtige Italienerin gehört zum Team „New York Works“, einem Zusammenschluss von Architekten, Fotografen, Designern, Grafikern und Künstlern. NYW wurde 1996 aus der Taufe gehoben, als man wort auf den arbeits und kulturellen Kontext, in den die Gründer aus aller Welt hineinknappelte wurden.



FUTURISTISCH

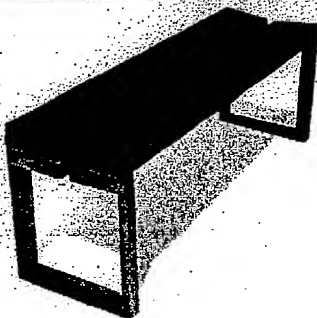
Leistung, Loving, Luscious Living –
Lachen, Lieben, ständlich Leben –
so bringt Lustvolle die Quelle der Inspiration auf den Punkt. Zur aktuellen Kollektion des kalifornischen Designerduos Daniel Stoller und Ritz Hayes gehört der „Valentine Chair“. Wieder Champion nach Ufo regien zum Design des Schenkessels ein. Die Bildabzählung geht auf das Bild eines Wasserfalls zurück. Der spagete schied sich Assoziationen zu fließenden Wasser wecken. Die Polsterung besteht aus unverwundbaren Polymerehen.

NEW YORK WORKS
8 BAY 12TH STREET
NEW YORK, NY 10007
WWW.NYWORKS.COM

LOVE LIFE
472 S. AVENUE 21 & D
LOS ANGELES, CALIFORNIA 90031
WWW.LUSHPEDDESIGN.COM

EIN KINDERSPIEL Lawrence und Sharon Tarantino haben die Kinder entdeckt mit „EVA EVA“ tauchten sie eine Stuhlkollektion für Kids. Dabei ging es ihnen um eine Neudefinition, denn was sie bei ihrer Recherche im Bereich Kinderstuhl entdeckten, sollte sie nicht zufrieden. Weich, laut und witzig waren Kriterien, die es zu erfüllen galt. Heraus kam ein weiches, stapelbarer Stuhl aus stabilem Schaumstoff. Das Leichtigkeit eignet sich zum Spielen für Drinnen und Draußen. Der Stuhl ist hochglanz- und schmutzresistent. Passende Tische sind in Arbeit.

TARANTINO FURNITURE
1423 MAIN STREET
MILLSTONE, NEW JERSEY 08844
WWW.EVAVIVA.COM



PETER MARR
55 WILLOW AVENUE
HOBOKEN, NEW JERSEY 07030
WWW.PETERMARR.COM

BANKGEHEIMNIS Peter Marr hat nichts von Möbeln mit einer kurzen Lebensspanne. Er glaubt daran, dass sich die wahre Schönheit eines Möbelstücks erst im Alter und nach jahrelanger Gebrauch offenbart. Gemäß dieser Philosophie präsentiert sich die V-Bank in elementarer Eleganz. Die Balken des „V-Bench“ sind zur Mitte hin abgewinkelt und bilden von der Seite betrachtet ein V. Marr verwendete Stahl und massives Walnussholz, das er wegen seines schönen Schokoladentons und der Struktur aussuchte. Wer schon einmal einem Bock in Dorena Karans Geschäft, DICKY am West Broadway geworfen hat, wird sich an die Bank erinnern.

RISD Views

Winter/Spring 2003

"Defining the Design in RISD"

page 23

[9]

tarantino
furniture1423 Main St Millstone NJ 08854
www.tarantinostudio.com

PRIVATE INITIATIVE

In 1877, at the time of its founding, RISD was responding to widespread discussion about the need for design education based on drawing and learning the principles of art for industrial application. The Rhode Island General Assembly passed RISD's Act of Incorporation on March 22—11 days after the state completed a year-long study on whether Rhode Island should follow the lead of Massachusetts and mandate industrial arts education in the public schools. This detailed state document reports on curricular initiatives in Europe and elsewhere in the US and emphatically notes that the intended goal is not to teach specific trade skills. "What is desired [instead] is some system that will teach the arts, which underlie many industrial occupations," the report stated. This would be achieved by providing instruction in drawing since it was considered the "indispensable basis" for understanding art, design and visual concepts,

along with providing "workshops as a coordinate branch with the mental training in the higher grades."

Unlike Massachusetts, the state of Rhode Island chose to stand back and let this initiative be tested in the private sector. This hands-off approach to state funding for education was not new. Indeed, Rhode Island had always been slow and late to comply to the idea of publicly funded education. A state board of education was not created until 1870 and it was not until about 1872 that the state had fully funded "free" public schools. Thus, RISD was founded on private initiative in part because of particular local conditions that relied more heavily on philanthropic efforts than state funding—a fact that is one of the keys to RISD's longevity and success.

In the summer of 1878, as RISD prepared to open its doors for the first time, a three-member planning committee—founded

Hen Metcalf, General Assembly member Claudius Farnsworth (who had just completed the above-mentioned study) and architect/draftsman/education activist Clinton Hall—based its curriculum on the model of its Boston neighbor, the Massachusetts Normal Art School. The RISD mission statement, probably written that same summer, distills the vision of a design school advocated by Normal Art's headmaster, Walter Smith, possibly the most important champion of design education in the US at the time. It states that RISD's mission is:

"First, The instruction of artisans in drawing, painting, modeling and designing, so that they may successfully apply the principles of Art to the requirements of trade and manufacture.

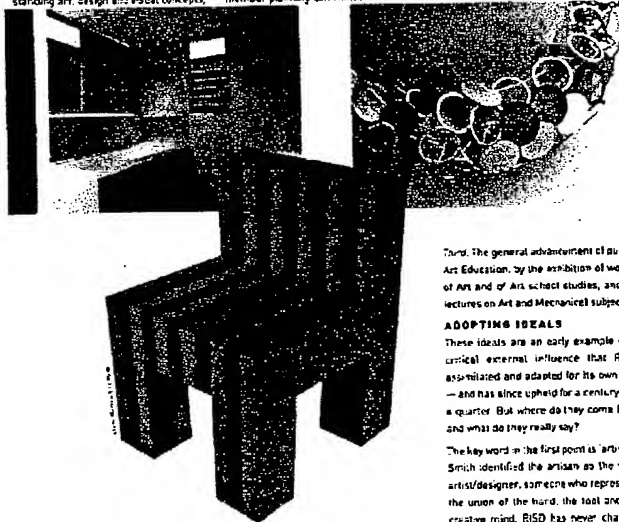
Second, The systematic training of students in the practice of Art, in order that they may understand its principles, give instruction to others, or become artists.

The key to employed in the third point is a united school and museum. Although [the museum] passively teaches by example and through the display and preservation of eclectic records, while the school, actively instructs, the two are seamless," Smith wrote. He preferred the model of South Kensington to the British Museum, a difference he likened to that between an egalitarian school where everyone could go to be educated and a temple. He saw a collection as an integral part of a "living" school. In the 1870s and 80s, there was no separate room at RISD specified as a museum, but the school displayed some of the great works of art and other emblems throughout its studios. This changed as collecting practices changed in the US and by the 1890s RISD had dedicated galleries in its first permanent home—the Waterman Building—to central its displays.

At its founding, RISD's idea of a museum was identical with museum and collecting practices across America, especially those of the many school/museum combinations that sprang up after the Civil War. As education historian Joyce Lammiman has shown, however, few of these exist today because of tensions between fine art museums and schools that arose in the early 20th century, in tandem with new roles about the artist as a genius, not an artisan. RISD has its tensions in this regard, too, but it is remarkable that it has dealt with this productively through a flexible, adaptive, layering approach to change.

It's this approach that RISD shares with the very disciplines it teaches; art and design involve creative process, which by its very nature requires thoughtful, productive change over time. RISD's longevity and uniqueness are due to the process by which each successive wave of students, teachers and administrators has built upon a foundation and adapted to changing times without erasing the past. An altar can be locked to keep out the present, but it can also be a means of preserving the past. This can be a good thing because you never know when you might need to rummage.

Henry Austin is an independent design historian who has taught at RISD and Yale and is author of *Art, Architecture, Design and the Language of Art and Design: A Case Study of the Museum of Design* (1992, 1997). His article is adapted from a 1997 paper presented at the *Founders Day Forum* held on March 20, 2002 at the RISD Museum.



Images of art: 1st floor very glass bowl by Boris Zynsky '72 GLI vase by Will Fricke '80 '78 1st floor RISD '72 sculpture by Jeanne Hwa Park MFA '80 1st floor room with red sofa was 1st by Ruth Rabinovitch Architects 1870s Kuhl BAR '86 - 1st floor BAR '86 1st floor room chair by Tarantino Furniture (Sharon Tarantino '88 T21 1st floor yellow gold necklace by Susan-Han Lee MFA '98 JM

Third, The general advancement of public Art Education, by the exhibition of works of Art and of Art school studies, and by lectures on Art and Mechanical subjects."

ADOPTING IDEALS

These ideals are an early example of a critical external influence that RISD assimilated and adapted for its own use—and has since upheld for a century and a quarter. But where do they come from and what do they really say?

The key word in the first point is "artisan." Smith identified the artisan as the vital artist/designer, someone who represents the union of the hand, the tool and the creative mind. RISD has never changed this first objective.

The key concept in the second point is studio and shop practice as a means of understanding principles of art. Smith was emphatic about the fact that shops were for instruction, not construction, they were for teaching "thinking makers."

Child Magazine

December/January 2003

"Sitting Pretty"

page 38

[12]

tarantino
furniture

1423 Main St Millstone NJ 08844
www.tarantinoastudio.com



CHILD BROWSER **Kidstyle** *By Amy Garber • Photography by Edward Azeev*

<p>THROU THE DOOR This sleek chair is a perfect choice for a child's room. The design is simple and modern. \$200.</p>	<p>PUPPY POWER This charming cutout will have kids animal lovers barking for joy. \$125.</p>	<p>STRETCH LINES Two-toned foam furniture is lightweight and portable. MoMA Design Store. \$200.</p>
<p>ROCK ON Toddlers will love rocking and relaxing in a cool vinyl chair of their own. Etony K. \$265.</p>	<p>FLY GIRL MOODS Retro style complements a hip kid's playroom. The Terrance Conner Shop. \$24.</p>	<p>STOWAWAYS Simple stackers are a great space saver. Educational Furniture Inc. \$190 each.</p>
<p>LAY BACK This sleek chair's tongue folds up into a cute cube ottoman. Umbra. \$100.</p>	<p>COZY CLASSIC Plush padding creates a perfect place for reading. Pottery Barn Kids. \$129.</p>	<p>BACK TO BACK Two fun foam "cushion" form the seat and backrest and base. \$250.</p>

SITTING PRETTY

The newest designs in
kid-size chairs are fun and funky and add pizzazz to any space in your home!

38

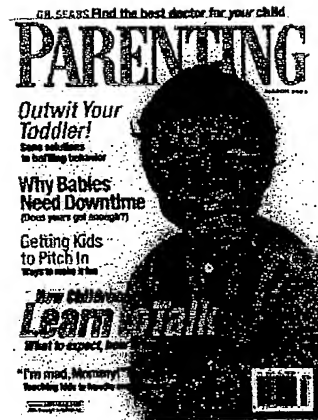
CHILD DECEMBER • JANUARY 2003

Parenting Magazine

March 2003

"hot seats"

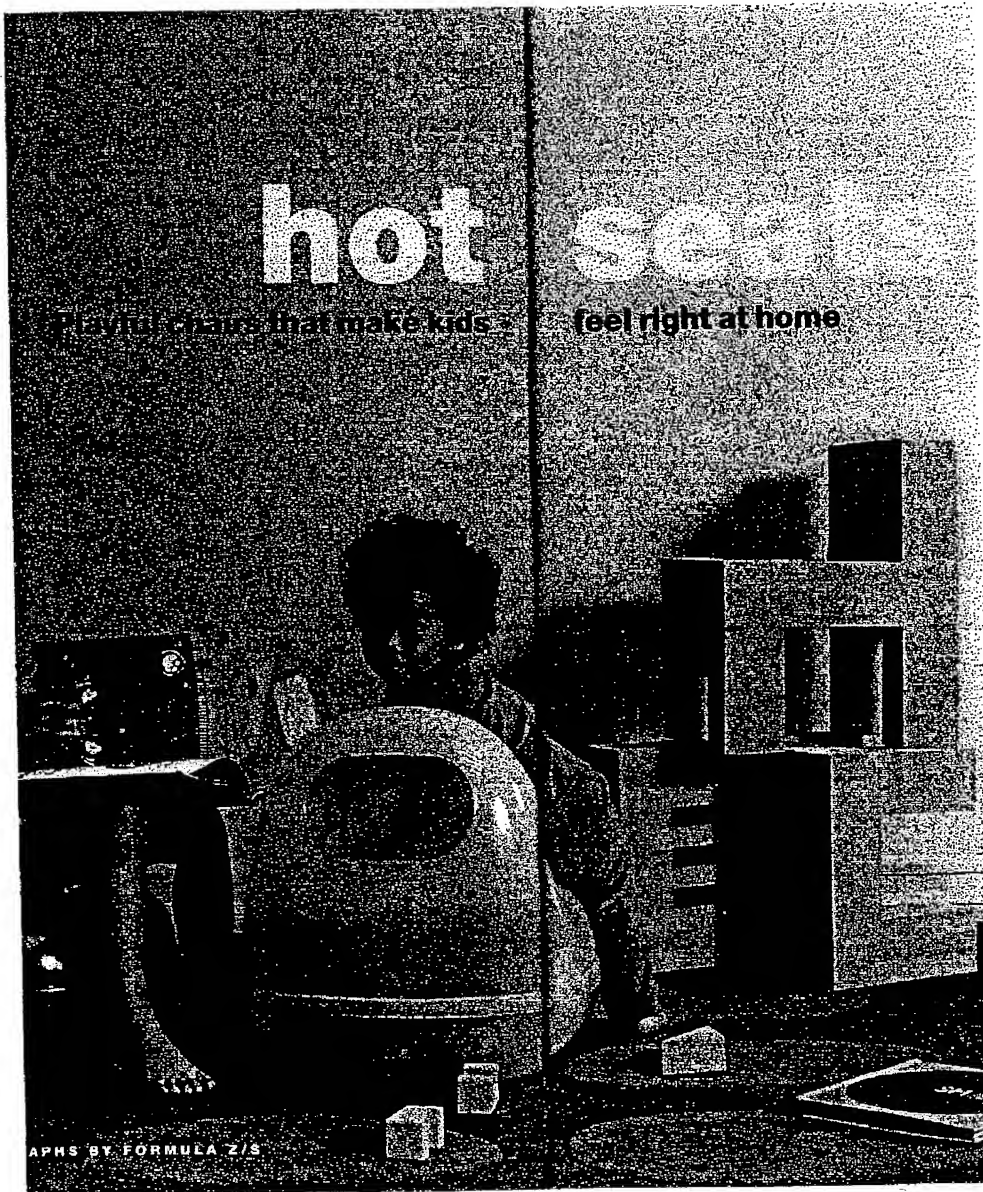
page 57



(13)

tarantino
furniture

1423 Main St Millstone NJ 08844
www.tarantinostudio.com



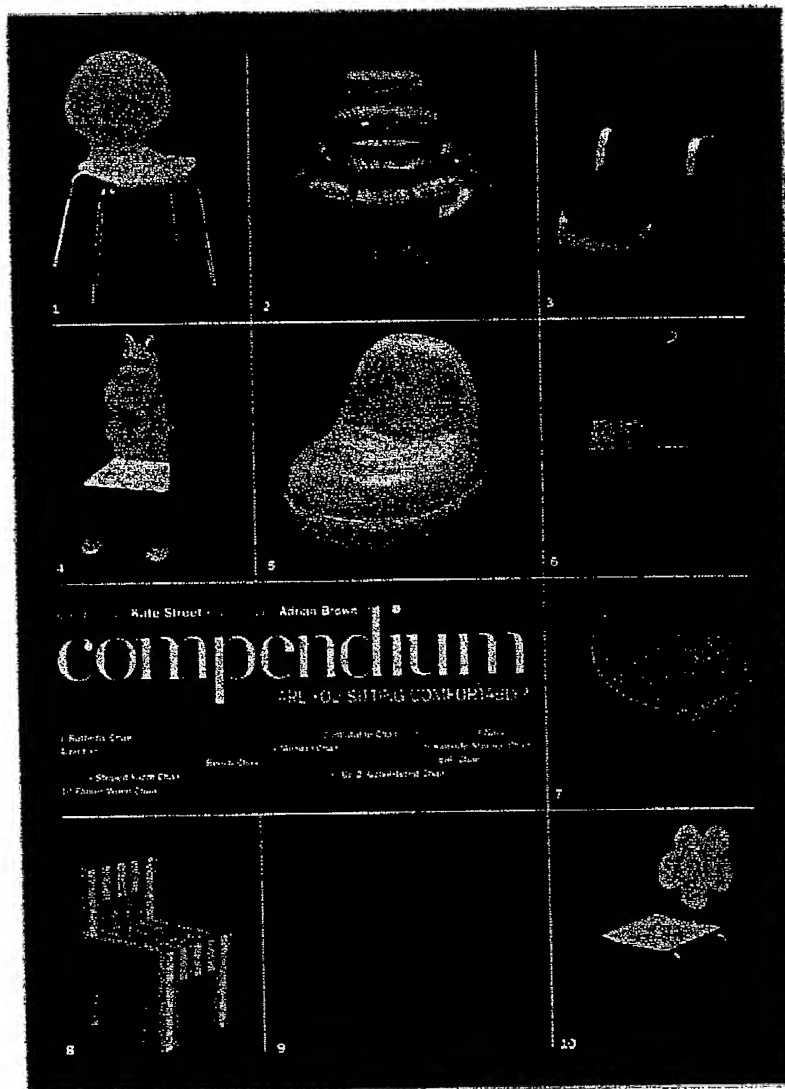
Junior Magazine

May 2003

"Compendium, Are you sitting comfortably?"

page 56

[14]

tarantino
furniture1423 Main St. Milstone NJ 08544
www.tarantinostudio.com

Tartini

STEP Inside Design

May / June 2003

"Soft & Hard Wares: The Latest and Greatest Tools"

page 110

[15]

tarantino
furniture1423 Main St Millstone NJ 08844
www.tarantinostudio.com

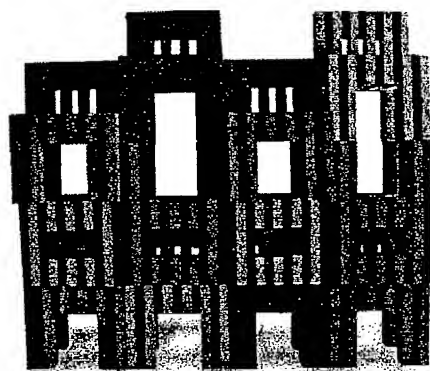
soft & hard wares

THE LATEST AND GREATEST TOOLS

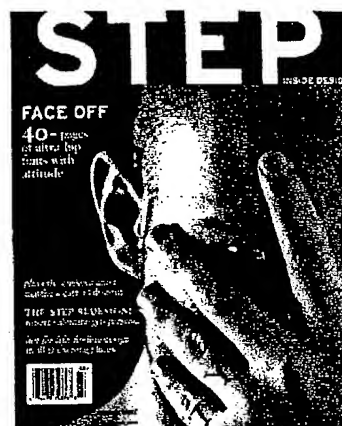
1

SMALL-SCALE DESIGN

Even your clients' kids deserve great design. That's where EVA DVA children's furniture comes in. Developed by the architect/designer team of Lawrence and Sharon Tarantino, the chairs, tables, and benches are made of soft, nontoxic foam (think flip-flops and mats) which makes them stackable ... and strong. Available in 12 striped color combinations, such as orange-red or yellow-gray, they add a touch of kid-like sensibility to the office.

EVA DVA Child Chair, \$80, www.evadva.com

110 MAY/JUNE 2003



2

SNUG FIT

Logitech's latest models of hands-free headsets have comfort in mind. Designed to look good, stay put, and be comfortable, the Mobile Earbud Premium headset is for "family connectors" (as opposed to the teenager and road warrior versions). It comes with soft Flex-Loop cushions in four sizes for a comfy fit, and includes a discreet, inline omni-directional microphone. It also has a multifunction switch to quickly answer and end calls, and a cable management system so you can take it with you. There are four versions to ensure compatibility with most mobile phone models.

Mobile Earbud Premium headset, \$19.95, \$60.31/3717,
www.logitech.com

3

SOUTHWESTERN FLAIR

We bet you still have a boring magnetized box on your desk to house paperclips. Are we right? Spice up your work space with Topdeck's Mr. Cactus, a 5 x 1 1/2-inch rubber magnet. The best part? No watering required.

Mr. Cactus, \$11.88/6.11/00, www.topdeck.com

kids today

May 2003

"Products on Parade"

page 77

[16]

tarantino
furniture1423 Main St Millstone NJ 08844
www.tarantinostudio.com

May 2003 kids today 77

Products on Parade ©



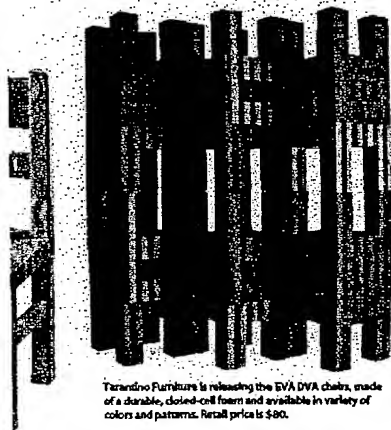
Rocky the dog from Purr-Purrr is a possible model for extra fee.



The Spelling Bee Travel Bag from Pockets of Learning features push, pull-out letters for spelling fun.



Debra has expanded its line of wall art with these four illustrations printed on heavy, laminated paper. The prints fit a standard 11- by 14-inch frame.



Tarantino Furniture is releasing the EVA DVA chair, made of a durable, doled-off foam and available in variety of colors and patterns. Retail price is \$80.



Sunset Trading's Fairfield Collection, made of solid pine and pine veneers, is finished in distressed natural pine and accented in metal and features bun foot detailing.

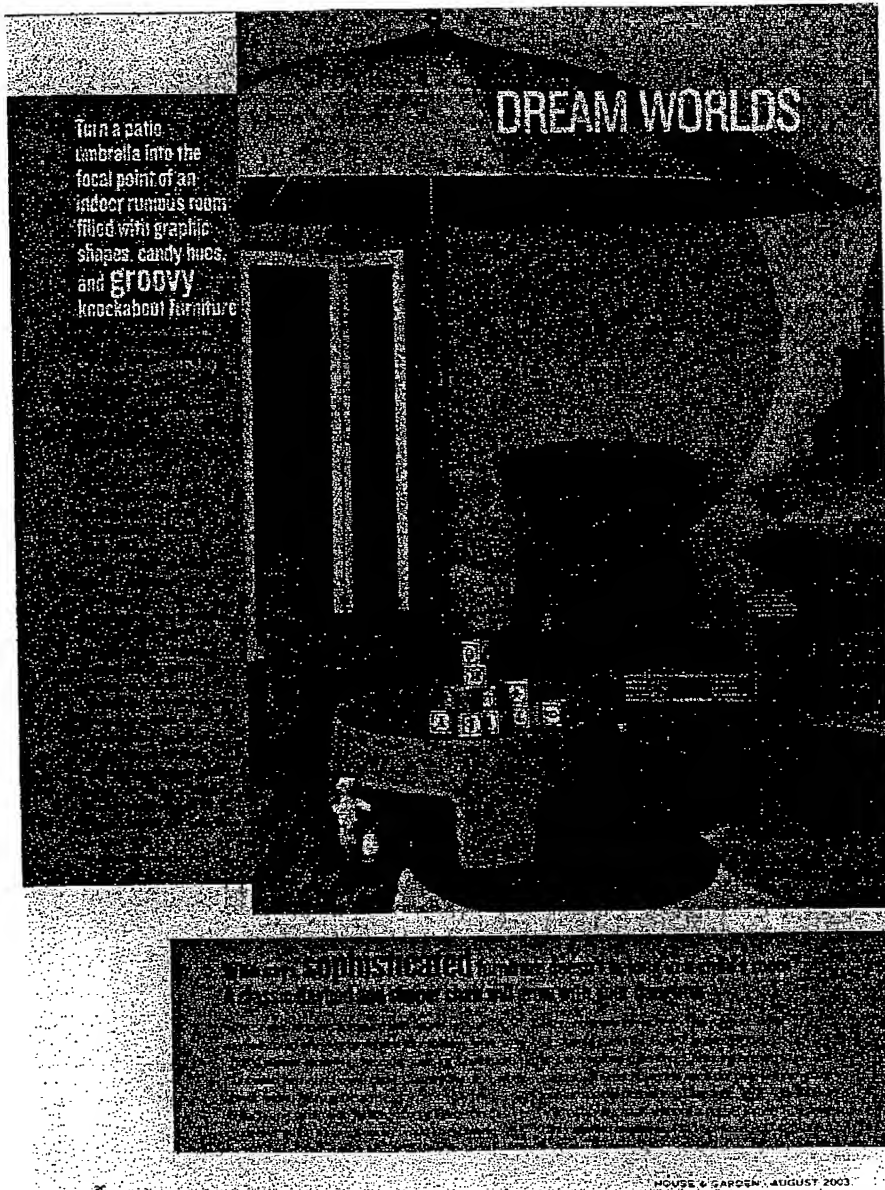
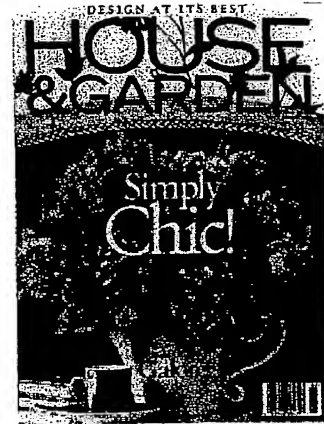
House & Garden

August 2003

"Domestic Bliss : Dream Worlds"

page 17

[17]

tarantino
furniture1423 Main St Millstone NJ 08844
www.tarantinostudio.com

Casa & Giardino

September 2003

"Salone Satellite 2003:

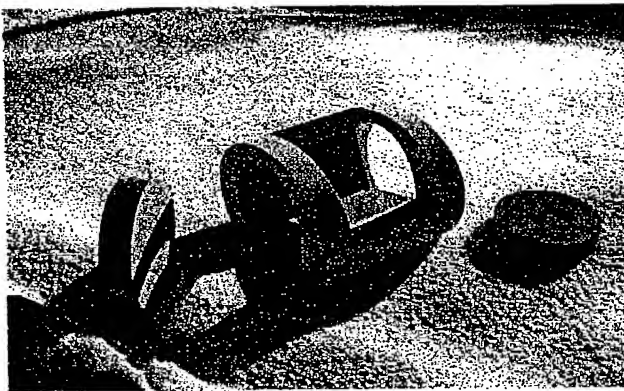
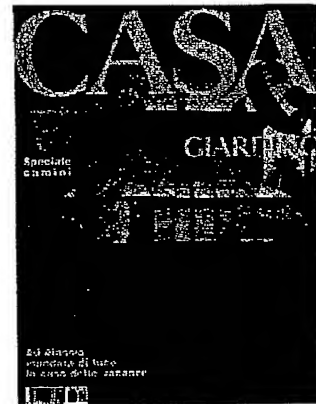
Bellezza e Funzionalità nel Design più Giovane"

page 74

[18]

tarantino
furniture

1423 Main St Millstone NJ 08844
www.tarantinostudio.com



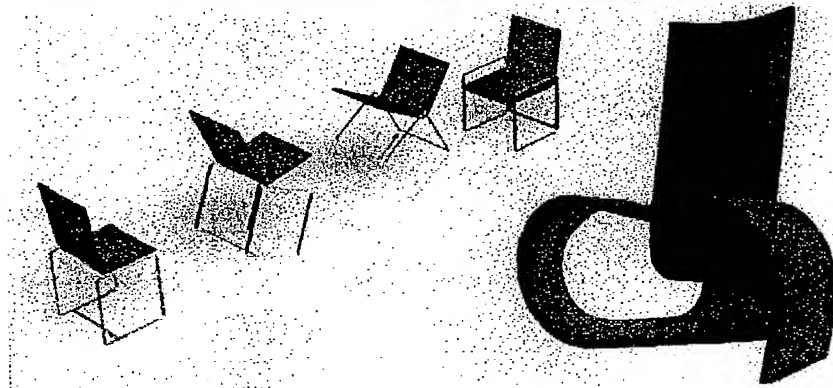
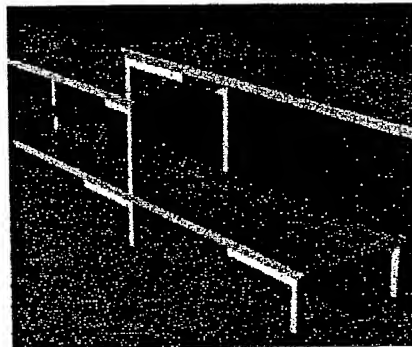
A fianco:
Modello: Egg Roll
Design: Sharon & Lawrence
Tarantino
"Egg Roll" è un'originalissima
sedia a dondolo per bambini.
La sedia realizzata in EVA (spugna
a celle chiuse) è una delle ultime,
bellissime, creazioni di questi
designer che, già da qualche
anno, si occupano di oggetti
d'arredamento per bambini.

Sotto:
Modello: Libreria Modulare
Design: Constantinos Hourioglou
La filosofia delle creazioni
di Constantinos Hourioglou
è la praticità, la leggerezza
e la facilità di trasporto.
Si tratta di arredare lo spazio
in modo semplice ma esteticamente
pregiato e contemporaneo
uguale. La libreria modulare
con scaffali integrati è in acciaio
rivestito in polvere.

Nella pagina accanto in basso:
Modello: Ono
Design: Isci Idrizi
Questo bellissimo divano nasce
dall'ispirazione dovuta alle
importanti sedute che si trovano
nel palazzo Topkapı ad Istanbul.
La sua caratteristica risiede
in quella particolare struttura
che circonda il divano
e lo rende speciale.

Sotto:
Modello: 25ider
Design: Oni Design
Una sedia che assume due confi-
gurazioni (sedio o poltroncina)
mediante un semplicissimo sistema
di conversione. La recarica rota-
zione della struttura e del sedile
determina la variazione della quota
di seduta (33/45 cm) nonché un
comodo supporto sedile-schiena.

Sotto a destra:
Modello: Sedia 101
Design: Helen Krontiris
Nessuno è uguale a qualcun altro,
così la designer ha voluto che
ciascun individuo che si imbatteva
in questa sedia si concentrasse
sulla propria sensibilità nei suoi
confini; il risultato di nuove
esperienze. Questo progetto
rappresenta per la sua creatrice,
come lei stessa ha affermato,
un'emozione del passaggio
naturale. Una trasformazione
del fluido: da ogni angolo, la sedia
è alla ricerca di interazione,
attilità e giovinezza. Sedia 101
è nata dalla fusione tra disegno
e scultura, fusione che si è real-
izzata in una forma assolutamente
funzionale e evolutiva, forma
per oltre esultanza da una
destra originalità estetica.



E.V.A. FURNITURE
Application No. 10,004,021

12 January 2004

"CONSUMER BUYING TRENDS SURVEY"

REPORT by Kids Today
Professional Organization for Manufacturers in the Juvenile Furniture Industry
July 2003

Provides 2002-2003 sales statistics for youth furniture

6 kids today July 2003

By the Numbers

Consumer buying trends

Infant/nursery furniture

High Point — About 1.4 million U.S. households plan to purchase infant and nursery furniture this year. If households spend as planned, they will shell out almost \$900 million on the category.

While cribs are the most likely infant furniture purchase, the Consumer Buying Trends survey did not specify beyond "infant/nursery furniture." Some households might be looking for just a crib, while others might have any combination of a crib, changing table, dresser and rocking chair on their shopping lists.

With this caveat in mind, infant furniture shoppers in 2003 appear to have bigger budgets than those who bought in 2002. Nationally, households plan to spend a median of \$200 for their infant purchase. That's \$50 more than the median spending for infant furniture in both 2002 and 2000.

Last year, 55% of households spend under \$200 on their infant purchase. This year only 35% of households say they plan to spend under \$200, and another 35% are planning to spend between \$200 and \$499.

As might be expected, planned spending rises with income. Median planned spend is:

• \$100 or \$150 for households with incomes under \$30,000
 • \$200 for households with incomes between \$30,000 to \$39,999
 • \$300 for households with incomes between \$40,000 to \$74,999
 • \$400 or \$450 for households with incomes of \$75,000 or more

In fact, if they stick to their buying plans, households with incomes of \$75,000 or more will account for more than one-fourth of infant furniture spending.

Not surprisingly, young couples and young parents are the most likely infant shoppers. Together, these two groups comprise 58% of the households shopping for infant furniture.

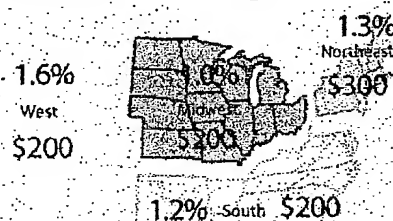
Compared to their numbers in the population, young couples are 4.1 times more likely to be in the market for infant furniture and young parents are 2.9 times more likely. Young couples have budgeted a median of \$500, while young parents have set aside a median of \$200.

Household heads who are 55 or older — possible grandparents — comprise over one-tenth this year's infant furniture buying.

Percent of households that ...

Shopped for infant/nursery furniture in 2002	27%
Bought infant/nursery furniture in 2002	17
Plan to buy infant/nursery furniture in 2003	13

Percent of households that plan to buy infant/nursery furniture in 2003 and median budgets



The budget

percentage of households that	Spent in 2002	Plan to spend in 2003
Under \$50	10%	4%
\$50-\$99	19	10
\$100-\$199	26	21
\$200-\$299	12	21
\$300-\$499	19	14
\$500-\$999	12	17
\$1,000 or more	7	13

They are setting aside less than the national median, however. Those between 55 and 64 plan to spend a median of \$150 for infant furniture, while the 65-plus age group has set aside a median of \$80.

Households that plan to buy infant, also plan to buy ...

Decorative accessories	29%
Wall décor	203
Art	19.0
Area rug	16.7

Methodology

Kids Today's exclusive Consumer Buying Trends Survey presents a comprehensive look at the demographics of U.S. households that are shopping for and purchasing infant/nursery furniture, youth/teen bedroom and glider rockers.

The information comes from the responses of 31,505 households to a survey conducted in January. The profile of the responding households closely matches the demographic characteristics of all U.S. households. That, coupled with the large sample size (and a response rate of 63%), means that the data can be projected nationally with a margin of error less than 1%.

Kids Today had National Family Opinion, which maintains the largest consumer panel in the industry, poll 50,000 U.S. households to find out about

last year's shopping and purchasing patterns and buying plans for this year. The survey also gathered information on how much they spent and plan to spend on each product category.

The survey originally covered 25 home furnishings categories. Results for the furniture product categories were published in Furniture/Today's February 24, 2003, issue.

The survey did not distinguish between the purchase of new or second-hand furniture. The low end of each price range, in all likelihood, represents purchases at second-hand stores, tag sales and the like. In addition, the price data is more or less precise depending on the category. It's easy to indicate how much was paid for a glider rocker. However, for infant/nursery furniture, we do not know if the amount spent was only for a crib or for a crib, a changing table and a chest of drawers.

Terms in this report

Households: All those living together in one housing unit, including family members or unrelated individuals.

Household income: Combined income of all household members.

Median: Divides the responses into two equal portions, half above and half below the median amount.

Census regions:

Northeast: Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island, New York, Pennsylvania, New Jersey.

South: Maryland, Delaware, West Virginia, Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas.

Midwest: North Dakota, South Dakota, Nebraska, Kansas, Missouri, Iowa, Minnesota, Wisconsin, Illinois, Indiana, Ohio, Michigan.

West: Alaska, Washington, Oregon, Idaho, Montana, Wyoming, Colorado, Utah, Nevada, California, Arizona, New Mexico, Hawaii.

Plan-to-buy index: A plan-to-buy index of 100 indicates that a demographic group is planning to buy a product in the same proportion as their presence in the sample. Any number over 100 indicates that the group will be buying a product at a rate higher than their presence in the population.

8 kds today July 2003

By the Numbers

Consumer buying trends

Minority infant buying

High Point — Two minority groups are high on the list of infant furniture shoppers this year. Both Hispanic and African-American households are buying at rates exceeding their numbers in the population.

This is especially important because, according to the 2000 Census, nearly one-third of the nation's population belongs to a minority group. It's also a trend that can be expected to continue because a large proportion of minority Americans are young and will be in child-bearing age brackets. In addition, some minority groups, Hispanics in particular, have historically had birth rates higher than other demographic groups.

The fast-growing Hispanic population is definitely a group to court. They are 1.9 times more likely to be in the market for infant products this year than their presence in the population would indicate. They have a plan-to-buy index of 192, the highest among racial and ethnic groups. (The plan-to-buy index compares the percentage of those in a demographic group planning to buy a product with its percentage in the population. If the percentage of the group planning to buy a product is the

same as its presence in the population, the index is 100).

Not only are Hispanic households more likely to be shopping for infant furniture, they are also planning to spend more than other ethnic groups. They have a median budget of \$300 — one-third higher than the national median. One-third of Hispanic households planning an infant furniture purchase have budgeted \$500 or more.

Hispanic households in the Midwest and West represent particularly strong prospects for infant furniture. In both regions they are shopping at rates more than three times their presence in the population.

African-Americans, about 12% of the nation's total population, have been growing more slowly than both the Hispanic and Asian-American population groups, but continue to be an important market to court. African-American households have a plan-to-buy index of 118 — meaning they are shopping for infant furniture at a rate nearly 1.2 times their presence in the population. Their budget matches the national median of \$200.

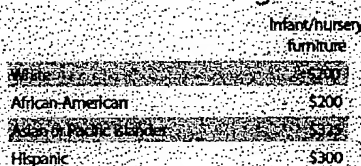
Asian Americans, currently comprising only about 4% of

the U.S. population, have been growing at rates faster than even Hispanics. Their higher incomes, the highest of any racial or ethnic

group, may explain why their median planned budgets are also the highest, a median of \$325.

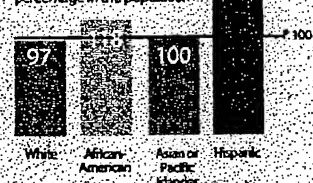
According to the U.S. Census, minorities are defined as anyone who is not a "non-Hispanic White."

Median 2003 budgets



Infant plan-to-buy index

*100 means the group plans to buy at the same rate as their percentage in the population



A plan-to-buy index of 100 indicates that a demographic group is planning to buy a product in the same proportion as their presence in the population. Any number over 100 indicates that the group plans to buy a product at a rate higher than their presence in the population.

Infant plan-to-buy index by region

	Northeast	Midwest	South	West
White	97	97	99	90
African-American	148	89	129	133
Asian or Pacific Islander	100	100	110	167
Hispanic	100	317	141	310

*100 means the group plans to buy at the same rate as their percentage in the population.

The luxury infant market

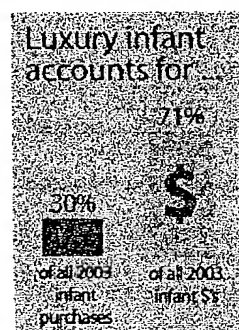
"Luxury infant is defined as \$500 or more."

High Point — Almost one-third of households shopping for infant furniture this year are looking at higher price points — that is, households planning to spend \$500 or more. More importantly, luxury infant purchases will amount to more than \$630 million — accounting for 71% of the total 2003 infant dollars.

So, who should retailers target as a luxury infant consumer?

Those with incomes of \$75,000 or more account for slightly more than one-half of 2003 planned spending at luxury price points, while households with incomes of \$100,000 or more account for 29%.

Education and employment, which are often in tandem with income, have a dominant role within the luxury infant market. More than half of the women and men shopping for luxury have either a four-year college degree or a graduate degree. And, nearly four-fifths of the women shopping at luxury price points hold down full-time jobs while



another 8% have a part-time job. Regionally, households in the Northeast and West plan to buy luxury infant at a greater rate this year than their midwestern and southern counterparts.

Two minority groups are also significant luxury shoppers. In fact, over one-third of all Hispanic infant purchases will be at the high-end this year. Hispanics plan to buy

Who's buying infant furniture at the high end?

- Over one-third of Hispanics who are purchasing infant this year plan to buy at the high end.
- Asian-Americans plan to buy luxury infant at a rate 2 times higher than their presence in the population.
- Only 8% of African-Americans plan to buy luxury infant this year.
- Over half of luxury infant buyers have household incomes of \$75,000 or more.
- Almost one-third of luxury infant buyers have household incomes of \$100,000 or more.
- Households in the Northeast and West will be buying luxury infant at a rate higher than their Southern and Midwestern counterparts.
- Almost three-fifths of luxury infant buyers are from Generation X.
- Almost one-quarter of luxury infant buyers are from Generation Y.
- About half of luxury infant buyers live in a large metropolitan area, with a population of 2 million or more.
- Slightly over half of the luxury buyers have either a 4-year college degree or a graduate degree.
- Four-fifths of luxury infant buyers have Internet access.

luxury infant at a rate 2.5 times greater than their presence in the population. The smaller but fast-growing Asian-

American households plan to buy at a rate 2.2 times greater than their presence in the population.

July 2003 kids today 9

By the Numbers

Youth/teen bedroom furniture

High Point — More than 3.4 million households plan to buy youth and teen bedroom furniture in 2003. If these households spend as planned, they'll add nearly \$3 billion to youth furniture coffers.

Most of the households shopping for youth bedroom have kids that are 12 or under:

45% have kids between 1 and 5
47% have kids between 6 and 12
30% have kids between 13 and 18

Nearly three-fourths of the households planning to buy youth bedroom this year are between the ages of 25 and 44. In fact, 44% of them are young parents. As might be expected because of their age, the incomes are also lower — more than one-half have annual incomes under \$50,000.

Nationally, households plan to spend a median of \$300. By region, households in the Northeast plan to spend the most, a median of \$500 and households in the Midwest plan to spend the least amount, a median of \$200.

As with infant furniture, the planned spending amount might be for one item or for several. The amount being budgeted for youth bedroom rises with household income, but not until household income reaches \$100,000 does the median budgeted amount hit the \$500 mark. Only 16% of households plan to spend \$1,000 or more.

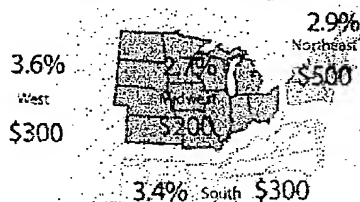
Minorities are excellent prospects for youth bedroom. Hispanics and African-Americans both plan to purchase youth at a rate two times higher than their presence in the population. The median budget for Hispanic households match the national median of \$300, while the median budget among African-American households is a bit less — \$275.

Almost one-third of youth bedroom shoppers are dual-income homes with both spouses working full-time. This translates into time-strapped families with higher incomes — two-fifths of dual-income homes shopping for youth have annual incomes of \$75,000 or more.

Percent of households that ...

Shopped for youth/teen bedroom in 2002	65%
Bought youth/teen bedroom in 2002	27
Plan to buy youth/teen bedroom in 2003	32

Percent of households that plan to buy youth/teen bedroom in 2003 and median budgets



The budget percentage of households that

	Spent in 2002	Plan to spend in 2003
Under \$100	21%	10%
\$100-\$199	17	16
\$200-\$299	13	19
\$300-\$499	17	17
\$500-\$599	5	13
\$600-\$999	12	9
\$1,000-\$1,999	10	12
\$2,000 or more	5	4

Chairs that swivel, rock, glide

High Point — This year, 2.2% of U.S. households — more than 2.4 million — plan to buy a chair that swivels, rocks or glides. This translates into potential spending of nearly \$1.5 billion.

The most popular price points fall between \$300 and \$599 — almost half of the households shopping for a glider rocker this year plan to spend in that range. In the West, where gliders are more popular, pocketbooks are opening wider. Western households plan to spend a median of \$400, compared with the national median of \$300.

Gliderers are frequently associated with the nursery. But the Consumer Buying Trends Survey reveals that only 10% of households that plan to buy nursery furniture this year also plan to buy a glider.

In fact, two-thirds of households planning to buy a glider rocker do not have children. Some, perhaps, are expecting their first.

Grandparent buying can also account for some of this phenomenon since more than one-third of households planning to buy a glider rocker are 55 or older. Another one-fourth of this year's glider shoppers are between 45 and 54. Older households plan to spend more — a median of \$400 for those between 45 and 64 and a median of \$350 for those 65 and older.

But the highest plan-to-buy indices are for heads of households under 35. Those under 25 are 2.5 times as likely to be shopping for a glider than their numbers in the population would indicate. The younger households have smaller budgets, however — a median of \$100 for the under-25 crowd and a median of \$250 for those between 25 and 34.

As with other kids categories, Hispanics are likely purchasers, shopping at a rate that exceeds their numbers in the population. Hispanic households have a plan-to-buy index of 117.

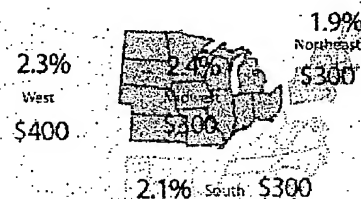
On the other hand, African-American households are not likely to be shopping for gliders. Their plan-to-buy index indicates that they are 15% less likely to be shopping for a glider than their numbers in the population might suggest. White households are slightly more likely to be shopping for gliders than their number in the population (a plan-to-buy index of 102).

Slightly more than three-fifths of glider shoppers have Internet access.

Percent of households that ...

Shopped for glider rockers in 2002	38%
Bought glider rockers in 2002	20
Plan to buy glider rockers in 2003	22

Percent of households that plan to buy glider rockers in 2003 and median budgets



The budget

percentage of households that

	Spent in 2002	Plan to spend in 2003
Under \$100	20%	6%
\$100-\$199	13	15
\$200-\$299	15	17
\$300-\$399	16	18
\$400-\$499	11	14
\$500-\$599	7	15
\$600-\$999	13	11
\$1,000 or more	5	4